

**LET HEALTHCARE DO  
WHAT IT DOES BEST...**

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**AND INNOVATION WILL  
DO THE REST...**

# **THE FOCUS OF HEALTHCARE SHOULD BE SAVING LIVES...**

**Sustainability is secondary - it could be dangerous  
sacrificing quality of care & risking lives.**

**HARSH SUSTAINABILITY  
MEASURES MIGHT  
INTERFERE WITH  
PROVIDING THE  
BEST CARE...**



**JUST IMAGINE!**

**Restrictions on single-use plastics  
could compromise sterility and  
effectiveness of care...**

# **TECHNOLOGICAL ADVANCES WILL ORGANICALLY LEAD TO SUSTAINABILITY GAINS**

Foster innovation, don't stifle it - **think innovation**  
**instead of regulation**

**We have seen this happen before!**

**INNOVATION** DRIVEN  
BY EFFICIENCY, COST  
REDUCTION, AND TECH  
ADVANCES LED TO  
MORE **SUSTAINABILITY**  
**AS BY-PRODUCT...**

A person wearing a white lab coat is seated at a desk, using a laptop. The laptop screen displays a telemedicine session with a woman on the main call and a smaller inset window showing another participant. The background is a plain, light-colored wall.

# Telemedicine

Drivers: **improved efficiency, better accessibility, Covid...**

- reduced patient travel
- lower carbon emissions
- decreased use of medical facilities





# Wearable Health Devices

Drivers: **Consumer electronic innovations, preventive care...**

- reduced A&E visits & hospital readmissions
- lower energy & resource consumption



## 3D Printing

Drivers: **Material innovation, cost reduction**

- Reduced raw material consumption
- Minimised wastage or by-products
- Lower storage needs

Don't impose costly, restrictive,  
and counterproductive  
sustainability measures.

**Innovation will organically  
lead to sustainability gains.**

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